

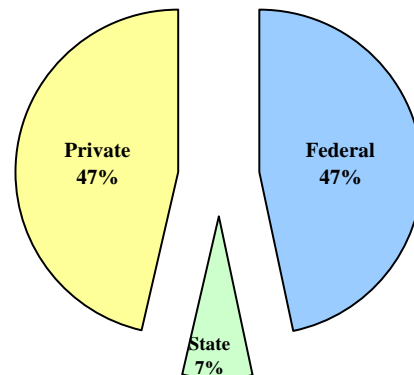


UTAH COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	437,627	456,073	475,425	4.2%	2
Total Non-Ag Employment	160,283	167,954	176,835	5.3%	2
Non-Ag Avg Monthly Wage	\$2,351	\$2,423	\$2,572	6.1%	11
Per Capita Income	\$21,646	\$21,576	\$21,964	1.8%	24
Unemployment Rate	4.8%	4.0%	2.8%	-30.0%	26
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$283.0	\$276.5	\$295.5	6.9%	4
Travel & Tourism Related Employment	5,580	5,260	5,630	7.0%	4
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$9,468.2	\$9,365.0	\$10,046.7	7.3%	4
Transient Room Tax	\$948.1	\$998.6	\$1,219.8	22.2%	4
Restaurant Tax	\$3,218.6	\$3,288.1	\$3,044.6	-7.4%	2
Car Rental Tax	\$140.9	\$538.4	\$641.1	19.1%	3
Gross Taxable Retail Sales (millions)	\$4,791.0	\$5,432.3	\$6,410.0	18.0%	2
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	18,352,495	22,237,963	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
Wasatch Mountain S.P.	843,772	915,963	412,283	-55.0%	
Thanksgiving Point	1,000,000	1,200,000	1,450,000	20.8%	
Deer Creek S.P.	202,740	209,149	355,003	69.7%	
Utah Lake S.P.	166,211	252,565	265,271	5.0%	
Jordanella S.P. (2 Locations)	166,457	235,145	198,592	-15.5%	
Timpanogos Cave N.M.	105,217	105,012	106,870	1.8%	
Veterans' Memorial S.P.	NA	NA	NA	NA	
Camp Floyd S.P.	12,293	15,422	15,850	2.8%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,276,055	100.0%
Federal Government	596,571	46.8%
BLM	103,279	8.1%
US Forest Service	477,397	37.4%
National Park Service	235	0.0%
National Wildlife Refuge	--	--
Other •	15,660	1.2%
State Government	91,446	7.2%
Utah State Parks & Recreation	147	0.0%
Utah State Wildlife Reserves	42,705	3.3%
State Trust Lands	46,577	3.7%
Other ••	2,017	0.2%
American Indian	--	--
Private*	592,306	46.4%

Land Ownership - 2006



• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Utah County Tourism Profile

